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SEC. 4351-2 P. L. & R.

# Waterloo Bulb Farms

RAY V. MOSS, MANAGER

WATERLOO, IOWA

## 1934-PRICE LIST-1934

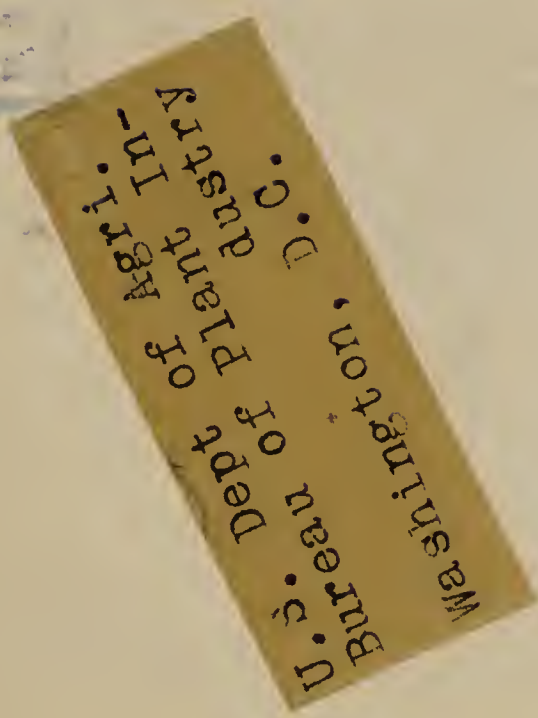
EXCLUSIVE GROWERS OF

“Extrastrong Gladiolus”

RETURN POSTAGE GUARANTEED

## SPECIAL \$1 ASSORTMENT

Our “FRIEND MAKER” COLLECTION of 100 large gladiolus bulbs—30 to 40 different varieties—a fine assortment of colors of all shades. They will be large young bulbs and will be sent carrying charges (C. O. D. Do not send money for postage. Just send \$1.00 for each hundred desired. Mailing weight, ten pounds. No discount on this assortment.



*Mr. J. H. ...*

# NEW AND FAVORITE VARIETIES

## Group No. 1.

**Bagdad** (Palmer) Smoky old rose blending to a lighter throat, faint blotch of cream with penciling. Tall, strong spike. No. 1, 1 for 30c, 3 for 80c; No. 2, 1 for 25c, 3 for 65c; No. 3, 1 for 20c, 3 for 50c.

**Commander Koehl** (PF) Very large clear scarlet red. Tall plant with many flowers open at one time. One of the best reds. No. 1, 1 for 15c, 3 for 35c; No. 2, 1 for 12c, 3 for 25c.

**La Paloma** (Dusinberre) Brilliant orange, rich and different. Large flowers on a very good tall spike. No. 1, 1 for 15c, 3 for 30c, 12 for \$1.00; No. 2, 1 for 12c, 3 for 25c, 12 for 75c; No. 3, 2 for 12c, 12 for 60c.

**Loyalty** (Very Fine Yellow, Good sized spike and grower) No. 1, 1 for 12c, 3 for 25c, 12 for 74c; No. 2, 1 for 10c, 3 for 20c, 12 for 60c; No. 3, 3 for 15c, 12 for 50c.

**Mammoth White** (Immense White) One of the very largest pure white; flowers five inches and more across. Very fine. No. 1, 1 for 15c, 3 for 30c, 12 for \$1.00; No. 2, 1 for 12c, 3 for 25c, 12 for 75c; No. 3, 3 for 15c, 12 for 50c.

**Miss Des Moines** (Lilac Lavender) A Clear Lavender with cream throat, quite popular. No. 1, 1 for 15c, 3 for 35c, 12 for \$1.10; No. 2, 1 for 12c, 3 for 25c, 12 for 75c; No. 3, 1 for 10c, 3 for 20c, 12 for 60c.

**Miss Greeley** (Pink—Similar to W. H. Phipps but 3 weeks earlier) Many open on a good spike. Very outstanding. No. 1, 1 for 20c, 3 for 45c; No. 2, 1 for 18c, 3 for 40c; No. 3, 1 for 15c, 3 for 35c.

**Pellegrina** (New Near Blue—Finest Deep Blue, two lower petals a trifle darker) No. 1, 1 for 50c, 3 for \$1.25; No. 2, 1 for 45c, 3 for \$1.10; No. 3, 1 for 40c, 3 for \$1.00.

**Picardy** (Palmer's Sensational Pink-Salmon) Rated one of the Best Recent Introductions. No. 1, 1 for 30c, 3 for 75c, 12 for \$2.25; No. 2, 1 for 25c, 3 for 60c, 12 for \$2.00; No. 3, 1 for 15c, 3 for 40c, 12 for \$1.40.

**Red Lory** (Red—Purplish Blotch—Exhibition Type) No. 1, 1 for 25c, 3 for 65c, 12 for \$2.00; No. 2, 1 for 20c, 3 for 50c, 12 for \$1.75; No. 3, 1 for 18c, 3 for 40c, 12 for \$1.50.

**Stuttgardia** (Large Brilliant Red) Very large flower, tall strong spike, exotic. No. 1, 1 for 15c, 3 for 35c; No. 2, 1 for 12c, 3 for 30c; No. 3, 1 for 10c, 3 for 25c.

**Tobersun** (Late Yellow, One of the Best.) Large clear yellow flowers of excellent substance. No. 1, 1 for 15c, 3 for 40c, 12 for \$1.25; No. 2, 1 for 12c, 3 for 30c, 12 for \$1.00; No. 3, 1 for 10c, 3 for 25c, 12 for 75c.

## EXHIBITION GROUP

### Our Selection of the Leaders in this Group.

#### Group No. 2.

\***Betty Nuthall** (Salbach) Light apricot with pink tinge, soft yellow throat. 6 to 8 nicely arranged flowers open on a tall straight spike. Excellent.

\***Lavender Bride** (Bride) A smooth smoky lavender with nice blotch. Tall graceful spike.

\***Morocco** (PF) Very deep dark red, almost black. This is about the best in its particular color. Very striking in ensembles in contrast to pastel shades.

**Carolus Clusius** (Early Rose)

**Coryphæa** (Purest Pink)

**Duchess of York** (Ashley Rose)

**Herbstzauber** (Orange Salmon)

**King George** (Red—White Throat)

**Nimrod** (Very Dark Red)

\***Veilchenblau** (Violet Blue—Fine)

**Mary Jane** (Silvery Pink)

**Mrs. Galbraith** (Large Salmon Pink)

**Mrs. Van Kenynerburg** (Blue Violet)

\***Orange Wonder** (Fine Large Orange)

Prices of Varieties in Group 2: 50 bulbs at 100 rate plus 10c. Quantity prices apply only on single varieties.

Size No. 1, 1 bulbs for 8c, 3 for 16c, 12 for 55c, 100 for \$3.50.

Size No. 2, 1 bulb for 7c, 3 for 16c, 12 for 55c, 100 for \$3.00.

Size No. 3, 1 bulb for 6c, 3 for 12c, 12 for 35c, 100 for \$2.50.

You may select twenty (20) bulbs from each of the five varieties marked with asterisks (\*), making 100 bulbs at the 100 price.



# THESE ARE ALL GOOD

Our Selection of the Leaders in this Group.

## Group No. 3.

- \*Dr. F. E. Bennet (Fine Cscarlet) Many well placed blooms open at one time, tall spike. Exceptionally fine.
- \*Dr. Moody (Early, Light lavender with overlay of deeper lavender.) Tall, strong grower. This is one of the best of the early varieties in this shade.
- \*Illuminator (Tall, Scarlet with blue sheen shading to a lighter throat.
- \*Marmora (A suffused slate blue and rose with deeper blotch. Tall spikes, eight or more flowers open at one time.
- \*Mr. W. H. Phipps (Salmon Pink) A great favorite and striking contrast to the Marmora.
- \*Pride of Wanakah (A beautiful suffused lavender-rose) Heavy growth, tall spike of bloom. One of the best.
- \*Ruffled Gold (A good clear yellow) Fuffed petals, outstanding light yellow with its spike and placement of flowers.
- Aflame (Enomous Red)
- A. W. Hunt (Very large Red)
- Balboe (Orange Pink)
- \*Berty Snow (Very Fine Lavender)
- Bobby (Deep Rose)
- Crinkles (Bright Rose Crinkled)
- \*Captain Boynton (Lavender)
- \*Gertrude Errey (Charming Pink)
- \*Gold Eagle (Ruffled Yellow)
- \*Golden Frills (Deep Ruffled)
- \*Golden Swallow (Pure Ruffled)
- \*Gold (Golden Yellow)
- \*High Nye (Tall Lavender)
- \*Indian Maid (Pink and Red)
- Jane Addams (Large Lavender)
- Jenny Lind (Salmon Pink)
- \*Kunderd's Yellow Wonder (Yellow)
- Longfellow (Very fine Pink)
- \*Mary Frey (Earliest Lavender)
- \*Minuet (Finest Lavender)
- \*Nancy Hanks (Apricot Orange)
- Niagara (Buff Color)
- Coral (Pink and Cream)
- \*Dr. Shook (Deep Rose Ruffled)
- \*Early Sunrise (Early Salmon Red)
- !Emile Auburn (Smoky Rose)
- Florence (Light Lilac)
- Geraldine Farrar (Bluish Lavender)
- Orange Glory (Very fine Orange)
- Ossolin (Rose Coral Pink)
- \*Paul Pfitzer (Iris Violet)
- Peach Rose (Rose-peach color)
- Purple Glory (Ruffled Dark Red)
- Remembrance (Bright Purple)
- Sonnenberg (Creamy Pink)
- Scarlet Wonder (Very Large Red)
- \*Spirit of St. Louis (Orange Saffron)
- Sweet Rose (Rose Pink)
- Senorita (Orange Salmon)
- Twilight (Ruffled Cream)
- \*Tycho Zang (Large Salmon Pink)
- Vesta Tilley (Blotched White)

Prices of Varieties in Group 3: 50 bulbs at 100 rate plus 10c. Quantity prices apply only on single varieties.

Size No. 1, 1 bulb for 7c, 3 for 15c, 12 for 50c, 100 for \$3.00.  
 Size No. 2, 1 bulb for 6c, 3 for 12c, 12 for 35c, 100 for \$2.50.  
 Size No. 3, 1 bulb for 5c, 3 for 10c, 12 for 30c, 100 for \$2.00.

You may select ten each of any ten varieties marked with asterisks (\*), making 100 bulbs at the 100 price.

# OLDER VARIETIES BUT STILL FAVORITES

Our Selection of the Leaders in this Group.

## Group No. 4.

- \*Copper Bronze (Very odd coloring of coppery bronze) Good size and strong spike.
- \*Golden Dream (Tall Deep Yellow) Clear and rich coloring, very tall, strong spike, and vigorous grower. One of the very best yellows.
- \*Mrs. Leon Douglas (Begonia Rose) Overlay of flame and scarlet coloring. This variety is the giant of them all, in flower, spike and growth.
- \*Peace (Tall, Late White) Cool and graceful, beds, borders, or bouquets achieve unequalled elegance, a flower fitting the name.
- Anna Eberius (Velvety Purple)
- Arabia (Very Dark Red)
- \*Armenia Sylvia (Large Pure White)
- \*Chateau Thierry (Large Red)
- Crimson Glow (Tall Dark Red)
- Evelyn Kirtland (Tall Pink)
- \*Jewell (Light Salmon)
- \*J. T. Pirie (Mahogany Novelty)
- \*Mrs. E. Swartley (Delicate Salmon)
- Yellow Treasure (Ruffled Yellow)
- Mrs. E. H. Bothin (Ruffled Light Pink)
- \*Mrs. F. C. Peters (Lavender Rose)
- Mrs. Dr. Norton (Delicate Pink)
- Muriel (Lilac Blue)
- \*Orange Queen (Beautiful Orange)
- \*Romance (Orange Salmon Rose)
- Rosa Ash (Ashes of Roses)
- Rosa Proccese (Light Pink)

Prices of Varieties in Group 4: 50 bulbs at 100 rate plus 10c. Quantity prices apply only on single varieties.

Size No. 1, 1 bulb for 6c, 3 for 12c, 12 for 35c, 100 for \$2.50.  
 Size No. 2, 1 bulb for 5c, 3 for 10c, 12 for 30c, 100 for \$2.00.  
 Size No. 3, 1 bulb for 4c, 3 for 8c, 12 for 25c, 100 for \$1.50.

You may select ten each of any ten varieties marked with asterisks (\*), making 100 bulbs at the 100 price.

# BEST COMMERCIAL, FINE FOR CUT FLOWERS

Our Selection of the Leaders in this Group.

## Group No. 5.

- \*Albania (Fine Pure White) Not tall, but a very nice all around white. Rapid propagator.
- \*Break o' Day (Earliest Light Pink) Soft color, blending to delicate cream throat. A large flower on a tall spike.
- \*Butterboy (Earliest Light Yellow) Tall and prim. Clear cream with several open at one time.
- \*Flaming Sword (Beautiful Red) Very fine flower, striking in contrast to Albania or Butterboy.
- \*Giant Nymph (Pink) Very large, beautiful shade, graceful spike and blossom.
- \*Myra (Luscious Salmon Pink) Very fine number in a bouquet by itself.
- \*Alice Tiplady (Favorite (Orange)
- \*America (Pink, Lavender Throat)
- \*Chicago White (Early White)
- \*E. J. Shaylor (Ruffled Rose (Pink)
- Henry Ford (Velvety Purple)
- \*Herada (Mauve, Deeper Pencil)
- \*Joe Coleman (Ruffled Dark Rose)
- \*Los Angeles (Orange Salmon)
- \*Lucette (White, Blue Pencil)
- Lily White (Almost Pure White)
- \*Maiden's Blush (Dainty Light Pink)
- \*1910 Rose (Rose Pink)
- \*Prince of Wales (Soft Salmon)
- \*Scarlet Princeps (Favorite Scarlet)
- \*Shiela (Salmon Pink)
- Schwaben (Sulphur Yellow)
- Scarlane (Bright Scarlet)
- \*Souvenir (Deep Yellow)
- \*Wilbrink (Early Light Pink)
- \*Wolverine (Pink and Red)
- \*Mrs. F. King (Tall Flame Pink)

Prices of Varieties in Group 5: 50 bulbs at 100 rate plus 10c. Quantity prices apply only on single varieties.

Size No. 1, 1 bulb for 5c, 3 for 10c, 12 for 30c, 100 for \$2.00.  
Size No. 2,.....3 for 8c, 12 for 25c, 100 for \$1.50.  
Size No. 3,.....6 for 10c,..... 100 for \$1.00.

You may select ten each of any ten varieties marked with an asterisk (\*), making 100 bulbs at the 100 lot price.

## A WORD ABOUT SIZES

A number 1 size bulb is  $1\frac{1}{2}$  inches or larger in diameter. A number 2 size bulb is  $1\frac{1}{4}$  inches or larger in diameter, and a number 3 is 1 inch or over in diameter. Where bulbs are sold as large, medium, or small, large means  $1\frac{1}{4}$  inches in diameter, medium means  $\frac{3}{4}$  inch in diameter and small means less than  $\frac{3}{4}$  inch in diameter. Remember this when comparing our prices with others. Most people prefer knowing what size they are buying, so we use the first method.

We are selling a great many mixed collections and can offer you the following prices: For all colors or choice of white, red, pink, orange, and yellow: No. 1 size, 100 for \$1.80; No. 2 size, 100 for \$1.40; No. 3 size, 100 for \$1.00. Blue and lavender collections, 50c per hundred more. For 50 bulbs, send one-half the hundred price and 10c extra. Above collections are to be of our selection and made from the bulbs listed in this price list.





# Our Business

Our business has been built by the continued orders and reorders of our customers. At our prices we can spend very little for advertising. Our satisfied customers advertise for us. We thank them for the kind words they have spoken to their friends who come to us in increasing numbers each year.

Our business is growing bulbs. We do not grow them as a side line, but give our entire attention to them alone. As we grow what we sell we have no middleman's profit to add to the cost. You pay for the gladiolus bulbs when you buy from us.

We have fine reports from our bulbs from every part of the United States and know that with proper care and cultivation, they are giving satisfaction everywhere they are grown.

# FREE

For every order of \$3.00 or over, you may select 10% in free bulbs. We will be glad to fill your orders for less than \$3.00, but cannot allow extras on less than that amount.

Remember, our bulbs must please you! You are the judges. If at any time you are not more than satisfied with our bulbs or the flowers they grow, be sure to write us, or call on us.

You will do your friends and us a favor by sending us their names for our mailing list.

It will help us if you mention second choice. If we are sold out on any variety, we will substitute with a like or better variety, unless you tell us not to substitute.

**MAIL  
YOUR ORDER  
TODAY**

Bulbs are ready to ship now and can be sent out any time or held until spring. *Please state when to ship.*

You may send money order, personal check, stamps, or currency whichever is more convenient for you, but we advise against currency.

**EVERY ORDER RECEIVES OUR PERSONAL  
ATTENTION — YOU MUST BE SATISFIED**



## PRICE LIST

# Waterloo Bulb Farms

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**W**E herewith present our Price List. We have a large and complete stock of the varieties listed, but some will be sold out quickly at these reasonable prices and we cannot fill orders after our stock is sold. All stock is grown by us from small bulbs and bulblets and is all young, high-crowned, true to name, and free from disease and insects. We have no trouble with thrip. All our fields are state inspected. At these prices we prepay the transportation charges of the bulbs direct to you. There are no extra charges. We believe our prices are as low as any for first quality bulbs. We cannot, however, guarantee to meet other prices as we do not compete with careless growers or against prices on old cut flower bulbs and mixed stocks.

**Jama-Grown  
Gladiolus**

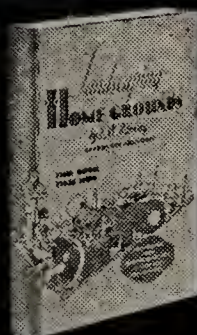




# BOOKS

that tell  
you how —

- to plan your garden
- to select flowers and plants
- to control colors and blooms
- to design garden and home grounds
- to raise vegetables
- to control pests
- to feed plants
- to care for trees





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## **Garden Flowers in Color**

### **A Picture Cyclopedia of Flowers**

By G. A. Stevens

**\$3.75**

400 photographs in full color; 320 pages;  
6 $\frac{1}{4}$  x 9 $\frac{1}{4}$  inches; cloth

This is the first book to show all the important garden flowers in accurately colored photographs. The pictures are arranged alphabetically with accompanying descriptions and brief cultural notes.

You will use this book everytime you plant, plan a color scheme, or combine plants in bed or border arrangements. It is also useful for identifying plants and for giving correct botanical names. An index of vernacular names makes it possible to find any flower.

*The color plates are the finest obtainable and as accurate as they are beautiful.*

## **The Fragrant Path**

By Louise Beebe Wilder

**\$3.00**

Frontispiece; 407 pages; 5 $\frac{3}{4}$  x 9 $\frac{1}{4}$  inches

Every garden lover will be delighted with this enticing book of sweet-scented flowers and leaves, both

in the garden and in the wild. The first part deals with the fragrant plants of various seasons in the garden, including roses, annuals, shrubs, vines, etc. Much of interesting garden lore is included, and much of Mrs. Wilder's own experience in growing these plants. Part two is a descriptive compilation of practically all known fragrant plants not dealt with in the first section. Illustrated.

## **Around the Year in the Garden**

By F. F. Rockwell

**\$2.50**

88 illus.; 350 pages; 5½ x 7¾ inches

Here is a practical and very helpful garden book arranged in 52 chapters which tell at a glance what to do in the garden every week of the year.

It covers the vegetable garden, flower garden, roses, shrubs, berries, fruit trees, insects and diseases, vegetables for winter, pruning and all other garden operations as they come up at their proper time of the year.

## **Garden Maintenance**

By H. S. Ortloff and H. B. Raymore

**\$2.50**

38 illus.; (color, halftone and line); 316 pages; 5½ x 8¾ inches

Everyone who has a garden wants constantly to know how to care for it—how to prune, fertilize, spray and care for flowers, trees, shrubs, and lawns.

This is a book to answer all such questions, and to bring increased success to established gardens as well as to those newly planned and planted. Unlike many garden books, it is written for the home owner who already has a lawn and garden space; it does not presuppose a new garden or the complete rearrangement of existing plantings.

## **Home Flower Growing**

By E. C. Volz

**\$3.50**

151 illus.; 364 pages; 5½ x 8 inches

You will find this a real flower garden encyclopedia.

Beginning with a short account of how plants grow, it goes on to tell how to grow flowers; plan beds and borders, make rock, wild and water gardens; describes and tells how to grow 98 annual



flowers, 119 perennials, 102 kinds of roses, 22 different bulbs and 28 vines; grow and preserve winter bouquets; grow flowers indoors, with descriptions of 58 house plants; plant window boxes; cut, use and exhibit flowers; arrange a flower show; and organize a garden club.

## **Gardener's Handbook**

By L. H. Bailey      Probable price **\$3.00**  
469 pages; 66 line drawings; cloth

Convenient alphabetical arrangement makes this handbook as easy to use as it is satisfactory. The amateur gardener and homemaker will find practical notes on the raising of vegetables and fruits, the growing of many ornamental annuals and perennials in the home grounds, on the porch, and in window boxes. There is also special advice on vines, borders, rock-gardens, lawns, and control of insects and diseases.

## **The Gardener's How Book**

By Chesla C. Sherlock      Probable price **\$3.50**  
Illustrated, bound in cloth.

Do your asters turn yellow? Are you planting dahlias at the best time? Do you know how to keep a lily pond fresh? These are the kinds of questions that Mr. Sherlock answers in this useful book on plants and garden flowers.

Annuals, biennials, perennials and bulbs are included in the scope of this book. Every gardener will find succinct information and directions on his chosen plants, and will find it given in convenient reference form. A complete index makes the finding of any topic a simple matter. Special gardens for rock plants and water plants, and directions for successful growing of house plants are given here. You may also consult this book for the essentials of greenhouse and cold frame construction, the principles of landscaping, and the planting and care of lawns, shrubs, and trees.

## **Gardening in the Lower South**

By H. Harold Hume

**\$5.00**

102 illus.; 472 pages; 6 x 9 inches

This is the most comprehensive practical garden guide for the South.

It tells what flowers to plant for a steady succession of bloom, how to have fresh vegetables throughout the year, how to grow fruits, what varieties to plant, what trees and evergreens grow best, and all about southern soils, fertilizing, lawn making, palms, roses, azaleas, bulbs, bamboos, vines and other plants.

## **Flowers in the Garden**

### **Annuals in the Garden**

By H. Stuart Ortloff

**\$1.25**

5 illus.; 88 pages; 5 $\frac{1}{8}$  x 8 $\frac{1}{2}$  inches

Includes many interesting suggestions for the use of these popular plants in the landscape scheme, by themselves and in combination with perennials, in the rock garden, in the border, for cutting, to follow bulbs, in window boxes, etc. It contains full instructions for growing annuals, sowing seed, transplanting, and care in the garden. It also includes summer-flowering bulbs and biennials. It is illustrated with a frontispiece in color, four photographs, and seventeen interesting landscape plans with planting lists for using these popular flowers in the home-garden scheme.

### **Flowers in the Home**

By Menie Watt

**\$1.25**

8 illus.; 63 pages; 5 $\frac{1}{4}$  x 7 $\frac{1}{2}$  inches

Contestants in flower arrangement contests at flower shows will find this little book a rich mine of information. It will also save its cost many times through its hints on how to preserve flowers after cutting.

## **Alpines**

### **American Alpines in the Garden**

By Anderson McCully

**\$2.50**

19 illus.; 262 pages; 5 $\frac{1}{4}$  x 8 inches

So much has been heard of foreign alpines and so

little of American kinds that this book, with descriptions of 535 choice and beautiful native American plants, is bound to be a revelation to gardeners.

All of the 535 plants described in the third and main part of the book have been tested out in the author's own garden. Each one is described for size, growing habit, foliage, preferred soil and exposure, and size, color and number of blooms. Finally, there are lists of plants classified according to garden uses.

## **Western American Alpines**

By I. N. Gabrielson

**\$3.50**

123 illus.; 271 pages; 5 $\frac{1}{8}$  x 8 $\frac{1}{2}$  inches

The alpine flora of the Pacific Northwest has, in large part, remained unknown to American gardens. This book is an attempt to fill the gap in the garden knowledge of the alpine plants of that territory. Only true alpines, rock and desert species, and woodlanders dwarf enough to be valuable in rock gardens, are discussed. The generous number of illustrations will assist the gardener more in understanding the habits and possibilities of the plants than any practical amount of botanical description.

## **Bulbs**

### **The Book of Bulbs**

By F. F. Rockwell

**\$2.00**

187 illus.; 264 pages; 5 $\frac{1}{4}$  x 7 $\frac{3}{4}$  inches

Spring, summer, fall, winter—indoors or outside your home—with this complete and practical book you can get the utmost in beauty from every kind of bulbous plant. It includes tulips, daffodils, hyacinths, lilies, crocuses, gladiolus, dahlias, peonies, irises, begonias, and scores of other beautiful but not-so-well-known bulbs. We recommend it as the best and most complete on the subject.

## **Cactus**

### **The Cactus Book**

By Dr. A. D. Houghton

**\$2.25**

18 illus.; 145 pages; 5 x 7 $\frac{1}{2}$  inches

It tells in detail how to grow cacti from seed, how



to hybridize them, how to propagate by cuttings and grafts, all details of watering and care, and uses in landscape and indoor gardens.

## **Dahlias**

### **Dahlias**

By F. F. Rockwell

**\$1.00**

65 illus.; 80 pages; 5 x 7½ inches

Learn to know the different types of dahlias and their uses in your garden, how to plant and grow them, what fertilizers to use, how to control pests, how to harvest and store the tubers, grow for exhibition, and how to propagate and hybridize. Brief and practical.

## **Delphiniums**

### **Delphiniums**

By George A. Phillips

**\$2.50**

20 halftones, 18 line drawings, 2 color plates;

256 pages; 6 x 8½ inches

An up-to-date book on this popular flower that for the first time brings together the mass of knowledge which the work of famous hybridizers has made available. The history and development of the flower is discussed and careful directions for propagating, planting and cultivating are given. The plant pests are enumerated, control methods given, and a valuable check list of 207 approved and certified varieties is appended.

## **Gladiolus**

### **Gladiolus**

By F. F. Rockwell

**\$1.00**

45 illus.; 79 pages; 5 x 7½ inches

Recommended as "the best brief guide on gladiolus growing." It tells how to plant, fertilize, and cultivate; how to handle for cut flowers; and every other detail needed for success with this popular flower.

## Iris

### **Irises**

By F. F. Rockwell

**\$1.00**

54 illus.; 80 pages, 5 x 7½ inches

A handy guide which will bring you success with irises and show new uses and effects possible in your garden. Describes the dwarf, early, German, Japanese, Siberian, water, crested, Spanish, English, Dutch and other types; tells the best soils; what fertilizers to use; how to plant; and what care is necessary. Tells how to propagate stock for your own use.

## Lilacs

### **Lilacs in My Garden**

By Alice Harding

**\$1.50**

Illustrated in halftones; 88 pages; 5½ x 8 inches

Such strides have been made in the development of the lilac that the author found it needful to point out the most decorative and hardy varieties from which the gardener can choose his plants. New blues, reds, purples, grays and whites are described and their cultivation explained by this lilac authority who has worked with Emile Lemoine, world-famous lilac hybridizer of Nancy, France.

## Lilies

### **Garden Cinderellas**

By Helen M. Fox

**\$5.00**

51 illus.; (color, halftone and line); 269 pages; 6 x 8¾ inches

From these pages you can learn the name of every lily in cultivation, its native habitat, season of blooming, how it is propagated, how to care for it, control pests, and every other detail which will enable you to grow it successfully in your own garden.

### **Day Lilies**

By A. B. Stout

Probable price, **\$3.00**

The large collection of day lilies at the New York Botanical Gardens, where Dr. Stout is Director of

Laboratories, provides the background for this comprehensive book. Experts in England and Italy have contributed reports on day lilies abroad. In addition to descriptions and horticultural instructions, there are sections on the historical development and the botanists and specialists who have been prominent in this work.

## **Peonies**

### **Peonies**

By F. F. Rockwell

**\$1.00**

70 pages; 20 illustrations in half-tone and line; cloth

Peony lovers will welcome this brief, practical handbook from that master of practical home gardening, Frederick Rockwell. This latest addition to the Home Garden Handbooks gives complete instructions for growing peonies, shows how the peony can glorify the landscape, reminds the gardener of the fragrant varieties now obtainable, and tells how to train and propagate them.

## **Roses**

### **Roses**

By F. F. Rockwell

**\$1.00**

74 illus.; 88 pages; 5 x 7½ inches

Tells just what the beginner or average flower lover can do with roses. Varieties are classified according to their uses as garden, climbing, and landscape roses and complete directions are given for culture, planting, propagation and protection from insects and diseases.

### **Climbing Roses**

By G. A. Stevens

**\$2.00**

32 halftones; 220 pages; 5½ x 8¼ inches

The easiest roses to grow are the climbers. This book, a companion to the well-known "How to Grow Roses," tells what climbing roses are, how they may best be grown anywhere in America, discusses suitable varieties for all uses, and names the undeveloped strains in which development may be expected.



## Modern Roses

By J. Horace McFarland **\$5.00**  
79 illus.; (48 var. in color); 292 pages;  
5½ x 8 inches

A catalog of 2511 varieties of roses now available in world commerce, all described in uniform terms and arranged alphabetically. This information is given about each one: type, originator or introducer, date of introduction, description of flower, bud and foliage, habit of growth, season of bloom, and hardiness.

## The Rose in America

By J. Horace McFarland **\$3.00**  
66 illus.; 233 pages; 5⅛ x 8½ inches

A complete guide to successful growing, based on Mr. McFarland's own experience and the exchange of ideas with other enthusiasts while acting as editor for the American Rose Society. Contains the newest information on cultivation, pest control and varieties.

## How to Grow Roses

By Robert Pyle, J. Horace McFarland  
and G. A. Stevens **\$2.00**  
138 illus.; (45 color); 211 pages; 5½ x 8  
inches

Every step in the successful growing of roses is made clear in this "how-to-do-it" book.

Here you will find concise and practical advice on how to use roses in the garden and around the home.

"Every owner of a garden will find an answer to every question that comes up."—*E. G. Hill.*

## Kinds of Gardens

### Perennial Gardens

By H. Stuart Ortloff **\$1.25**  
18 illus.; 92 pages; 5 x 7½ inches

More than a list of plants with directions for growing, this is a creative handbook of their uses. It gives you, in effect, the trained help of a landscape architect. Plans and planting lists include almost every conceivable kind of small garden, each one of which was

actually planted and brought into flower before being included in the book. The summary of color principles is, we believe, the most usable ever offered.

## **The Rock Garden**

### **A Simple Guide to Rock Gardening**

By Sir James L. Cotter

**\$1.25**

13 illus.; 126 pages; 5 x 7 inches

This extremely popular book tells briefly how to build rock, wall, and bog gardens, how to plant, what to plant, and how to care for and cultivate the plants. Written for English conditions but equally valuable in America, as thousands of purchasers will tell you.

### **Rock Gardens**

By F. F. Rockwell

**\$1.00**

31 illus.; 86 pages; 5 x 7½ inches

Brief clear descriptions and numerous drawings show just how you can build a rock garden yourself, on a large or small scale and at small cost. The book describes the types of rock gardens, tells what soils, climates, and locations are best, how to construct, and what to plant.

### **Rock Garden and Alpine Plants**

By Henry Correvon

**\$3.00**

33 illus.; (color, halftone and line); 560 pages; 6 x 9 inches

You may choose from 542 kinds of rock and alpine plants and grow them in your own rock garden with the aid of the alphabetically arranged descriptions in this book by the dean of all alpine plant growers.

It also tells what rock plants, ferns, terrestrial orchids, and hardy cacti are best for rockeries; how to build, plant, and maintain rockeries, moraines and wall gardens; how to grow all the different types of plants; how to grow alpine plants in sphagnum moss, pans and other materials; how to acclimatize wild plants; the difference in culture of lime- and granite-loving plants.

# **The Herb Garden**

## **The Herb Garden**

By Frances Bardswell

**\$3.00**

16 color illus.; 189 pages; 5¾ x 9¼ inches

Every detail of herb gardening is covered in these pages: making of the garden; annual, biennial and perennial pot-herbs; aromatic herbs; the mints; bitter herbs; bulbous plants; gathering, drying and storing; color in the herb garden.

## **Gardening With Herbs for Flavor and Fragrance**

By Helen Morganthau Fox

**\$3.50**

12 illus.; 334 pages; 6 x 8¾ inches

Herbs in the garden, over the stove and in the ice box are described by this gardener who grew them for three years before selecting her list of 68 varieties that can be profitably grown by gardeners in America.

190 pages are devoted to careful and accurate notes on cultivation, appearance, season, fragrance, and appearance of flowers, seeds, and leaves.

Having grown and stored them, Mrs. Fox looked into old Herbals, tales of cosmetic uses, and old wives' recipes. She selected fifty-six dishes after many trials and had an expert supply recipes with exact measurements for their concoction. In addition to food and drink, and a cold cream; many sachet powders and a face wash "to clear a tanned complexion" came to light as ways of using herbs.

## **Garden Lore and Fancies Gardens in America**

By Marion Cran

**\$3.00**

16 illus.; 320 pages; 5¾ x 9¼ inches

The story of how American gardens looked to the English eyes of the author.

"I saw the Spanish gardens of California, the date gardens of the desert, the lovely forlorn lost gardens of the South, the azaleas, cypress swamps and wisteria of South Carolina;—the historic gardens of Virginia; the cherry blossoms of stately Washington, the dog-wood in Pennsylvania. . . . I touched the splendours

of Long Island and Newport, the gardens of the North Shore, New England, and Maine.

## **Laura's Garden**

By Count de Comminges

**\$2.00**

223 pages; 4 $\frac{1}{4}$  x 7 $\frac{5}{8}$  inches

"A diary about a garden—and other things—that is pungent, colorful, piquant, and much given to the unexpected in its entries," said *The New York Times*.

Real garden information is cleverly introduced.

## **Adventures in a Suburban Garden**

By Louise Beebe Wilder

**\$3.50**

19 illus.; 265 pages; 5 $\frac{3}{4}$  x 8 $\frac{3}{4}$  inches

True to its title, this book is filled with exciting experiences. Friendly and simply written, it offers valuable suggestions and plans for your own garden.

Whether you have a rock or wild garden, or just a plain "home" garden, Mrs. Wilder gives you a gold mine of information on bulbs, roses, annuals, perennials, alpiners, wildlings, and color schemes.

## **How Plants Get Their Names**

By L. H. Bailey

**\$2.25**

Illustrated with old engravings; 209 pages;

5 $\frac{1}{2}$  x 8 inches

Every gardener at some time finds himself doubtful about his command of botanical language. The recurring question of vernacular versus botanical names, the problem of binomials, and an explanation of the rules and reason of plant nomenclature, are all compactly set down here. This book offers a list of generic and one of specific names, which together total 4,500 latin names, together with pronouncing key and definitions.

# **Designing the Garden**

## **Garden Pools: Large and Small**

By L. W. Ramsey and C. H. Lawrence

**\$2.50**

41 illus.; 122 pages; 5 $\frac{3}{4}$  x 8 $\frac{3}{4}$  inches

Nothing else can add so much to your garden as a pool, even if it is only a transformed wash tub in the tiniest garden space. How to have one is fully explained in this new book. Its text is so complete and



its illustrations are so numerous and practical that you can easily find the type of pool that fits in your garden and learn how to design and make it.

## **Informal Gardens**

By H. Stuart Ortloff

**\$1.60**

17 illus.; 104 pages; 5½ x 8 inches

Too often, American gardens strive for a dead flat surface secured at great expense, to the exclusion of a more charming solutions of the landscaping problem. The informal treatment is frequently more beautiful, less difficult, and better suited to American homes. This book assists the gardener with suggestions for appropriate plants, colors, features, furniture, in short, all the requisites of the livable and beautiful informal garden.

## **Patio Gardens**

By Helen M. Fox

**\$2.50**

98 illus.; 250 pages; 8 x 10 inches

This book contains usable ideas straight from the gardens of Spain described and illustrated so clearly that you can copy or adapt them and be sure the resulting effects will be in good taste. Contains accurate descriptions, pictures and plans of patios, pools, flowerpots, balconies, stairways, fountains, and wrought-iron work.

## **California Gardens**

By Winifred Starr Dobyms

**\$5.00**

210 illus.; 224 pages; 8¾ x 11¼ inches

Decide now what you want for your own place! Arranged according to the predominating feature of each photograph, are shown: pools, fountains and cascades; formal and naturalistic gardens, rock and wall gardens; patio and pergolas; doorways, gateways, steps and balconies; and vistas, well-heads, potted plants, and sculpture.

## **Chinese Garden Architecture**

By Edwin L. Howard

**\$6.00**

51 illus.; 102 pages; 7 3/16 x 11 1/8 inches

You may well include, in your search for ideas, examples from the oldest school of landscape garden-

ing. The Chinese developed a very beautiful and individual treatment of nature and their gardens show the accumulated experience of hundreds of generations.

## **Designing the Home Grounds**

### **Landscaping the Home Grounds**

By L. W. Ramsey

**\$2.00**

175 illus.; 170 pages; 5½ x 8¼ inches

Step by step, with photographs and plans to illustrate each point, this book tells clearly and concisely just how to plant home grounds. It tells how to develop the plan, plant in good taste, arrange walks and drives, lay out the lawn, build rock, perennial and other special gardens, gives practical advice on grading, drainage, lawns and sodding, tells how to build pools, pergolas and other garden structures, how to select plants.

### **The Design of Small Properties**

By M. E. Bottomley

**\$3.00**

64 illus.; 233 pages; 5¾ x 9¼ inches

This book presents many plans for the artistic and convenient development of city and suburban residence lots and farmsteads, together with explanations of the pictorial points to be established by the use of the various plans. It has a chapter on the accessories and garden architecture, one on planting and maintenance in connection with design, and also annotated lists of woody plants and herbs that may be employed for the producing of artistic effects. The book will be useful to those who wish to obtain the most satisfactory results at reasonable cost in the planning of home grounds of the usual dimensions, for which clear advice may not always be available.

### **The Outdoor Living Room**

By L. W. Ramsey and C. H. Lawrence **\$2.50**

101 illus.; (in color, halftone and line); 139 pages; 5¾ x 8¾ inches

Every step in planning, planting and development of an attractive, private, and livable room out of

doors is made clear in its pages. Nothing is neglected, from the making of plans for both formal and informal types to the final addition of suitable garden furniture and ornaments.

## **Manual of Gardening**

By L. H. Bailey

**\$3.00**

350 illus.; 539 pages; 5 x 7 $\frac{3}{4}$  inches

You can depend on this book to supply you with complete and practical information on planting and landscaping your home grounds.

It tells how to make the most of natural features in designing and planting; how to drain, cultivate, and fertilize the soil; gives lists of varieties suited for different purposes; how to sow, propagate, transplant, protect in winter, prune; how to graft; store fruits and vegetables; force plants to early maturity; how to treat diseases and insects; how to grow the different kinds of annuals, perennials, bulbs and tubers, shrubs, vines, trees, fruits and vegetables, with lists of varieties.

## **Trees and Shrubs**

### **Getting Acquainted with the Trees**

By J. Horace McFarland

**\$1.75**

Seventh Printing

72 illus.; 252 pages; 5 x 7 $\frac{1}{2}$  inches

Trees as comrades and companions form the basis for this pleasant book, which passes on for the benefits of others the pleasure the author found in his study of trees. The book gives the habits and appearance to help in identifying the common species.

### **Trees in Winter**

By A. F. Blakeslee and C. D. Jarvis

**\$2.00**

440 illus.; 446 pages; 6 x 8 $\frac{3}{4}$  inches

You can identify trees easily with the help of this book even though leaves have fallen off. A simple key traces down the species and variety, and refers to another page where growing habit, bark, twig, other physical characteristics, and distribution are all grouped opposite another page where from two to five clear photographs show its shape, bark, twigs,

buds, fruit, etc. More than 100 common species are included.

Buying, planting and care of trees is described in another section of the book. The best pruning and tree surgery methods are described and clearly illustrated.

## **Evergreens**

### **The Cultivated Conifers**

By Dr. L. H. Bailey

**\$7.50**

The conifer enthusiast will find this the most complete and authoritative book on conifers that has yet been written. It covers 39 genera, 275 species, and 57 others (including specie hybrids). Dr. Bailey has carefully inquired into the adaptability, ruggedness, ornamental qualities, life, rate of growth, propagation and planting of the conifers. Species and varieties together, the inventory of conifers in this book puts approximately 1,000 kinds at the command of the propagator and planter.

To avoid confusion, and verify the current acceptance in nomenclature, each species is entered under both vernacular name and the current botanical name.

Landscaping uses and commercial growing are touched upon in this book, and miscellaneous information about the use of the conifers and their fruit or seeds is included.

### **Conifers and Their Characteristics**

By Charles Coltman-Rogers

**\$7.50**

7 illus.; 348 pages; 5½ x 9 inches

Furnishes identification keys and distinguishing characteristics of the conifers. Trees are identified in keys by their leaf characters, basal sheath, cones, buds, shoots, and other prominent features. Descriptions of the family groups are complete. They are valuable from both a scientific and a literary angle, for the author has included many interesting anecdotes.



## **Evergreens for the Small Place**

By F. F. Rockwell

**\$1.00**

67 illus.; 84 pages; 5 x 7½ inches

All the information you need to make the best use of evergreens is in this handy book. It tells the uses, characteristics, and types of small or dwarf evergreens and details of their planting, transplanting, and general care.

## **Shrubs**

### **Shrubs**

By F. F. Rockwell

**\$1.00**

49 illus.; 76 pages; 5 x 7½ inches

Here is brief but complete and usable information on the best ways to improve the beauty and value of your home with shrubs. Tells what to select for different combinations and effects, and how to plant, water, mulch, prune, and care for shrubs.

### **Azaleas and Camellias**

By H. H. Hume

**\$1.50**

14 illus.; (1 in color); 98 pages; 5 x 7½ inches

Every point about growing both of these shrubs is carefully explained here—soils, the varieties to plant, time and method of planting, cultivation, mulching, pruning, frost protection, feeding, pot and tub culture, pests and diseases, and propagation. This information holds goods for every region where either shrub is grown, indoors or outdoors.

## **Care of Trees and Shrubs**

(See also under "Insect Pests and Diseases," page 23)

### **The Care of Ornamental Trees**

By C. F. Greeves-Carpenter

**\$1.25**

7 illus.; 70 pages; 4½ x 7 inches

Here is information on all the operations in tree care; the precautions necessary in transplanting; the best time and methods for pruning; how the soil, age, and kind of tree affect the choice and application of plant food; types of cavity fillings; the best methods for cabling and bracing.

"A brief and compact compilation of reliable information."—*American Forests*.

## **The Pruning Manual**

By L. H. Bailey

**\$2.50**

381 illus.; 400 pages; 5 x 7 $\frac{3}{4}$  inches

This book gives clear instructions for pruning fruit trees from infancy to maturity, care and mending of ornamental trees; the training of vines and shrubs; the various systems for training grapes; devices to use in trimming strawberry vines; and valuable information on other plants and practices. The illustrations show how to follow the instructions and the tools to use.

To show why these different methods are used, the book explains the physical structure of plants, their habits of growth, methods of flower and fruit bearing, and how the method of pruning should be fitted to them.

## **Lawns**

### **Lawns**

By F. F. Rockwell

**\$1.00**

39 illus.; 87 pages; 5 x 7 $\frac{1}{2}$  inches

Good intentions and a sack of grass seed aren't enough to insure a velvety lawn, but correct planting and upkeep that must be added to them are simple and easy if you go at them with the help of this book.

## **Vegetable Gardening**

### **Principles of Vegetable Gardening**

By L. H. Bailey

**\$4.00**

250 illus.; 490 pages; 5 $\frac{1}{2}$  x 8 inches

Full information on growing 70 vegetable crops makes this book worth several times its price to every grower. Includes practical pointers on hotbeds, cold-frames, weeds, insects and diseases, marketing, storing, and drying.

## **The Home Vegetable Garden**

By Ella M. Freeman

**\$1.75**

8 illus.; 214 pages; 5 x 7 $\frac{1}{2}$  inches

If you appreciate really fresh, crisp vegetables and are interested in the saving that comes from raising

them yourself, this book is your guide. It includes full details of laying out the garden, planting, and full particulars on growing asparagus, beans, brussels sprouts, cauliflower, celery, cucumbers, lettuce, peas, tomatoes, eggplant, and many other garden vegetables.

## Reference Books

### **Hortus: A Concise Dictionary of Gardening**

By L. H. and Ethel Zoe Bailey **\$5.00**

35 illus.; 652 pages; 6¾ x 10 inches

Easy to use, accurate, and non-technical, this great book comes closer than any other single volume to answering every question about gardening. It includes every kind of ornamental, fruit and vegetable plant grown today with brief but complete information on their uses, cultivation, hardiness, propagation, preferred soil, color, identification, etc. Common names are used throughout, all botanical terms are defined, and the book is so conveniently arranged and compressed that it is marvelously easy to handle.

### **The Standard Cyclopedia of Horticulture**

Edited by L. H. Bailey 3 vols. **\$25.00**

4,176 illus.; (color, halftone and line);

3,639 pages; 7½ x 10¾ inches

Every question you wish answered, everything you need to know about horticulture is clearly answered and explained in this set of three volumes. It is the one universal and invaluable comprehensive authority on every horticultural question.

Used by its 28,000 owners for identifying plants, growing plants, selecting plants and varieties, to help in selling, for answering questions, information on native plants, writing ads and catalogs, pronunciation, spelling, and all general information.

Evidence of the *Cyclopedia's* value: a large list of owners, selected at random and asked what they had found their set worth to them, set an average valuation of \$260—more than ten times its cost!

## **Plants: What They Are and What They Do**

By A. C. Seward

**\$1.50**

31 illus.; 141 pages; 5 $\frac{1}{8}$  x 8 $\frac{1}{2}$  inches

This book presents a few aspects of plant life, in language as free as possible from technical terms, to readers who have little or no knowledge of botany or other branches of natural science. Dr. Seward shows some of the more striking attributes of the humbler organisms in order that we may be in a better position to appreciate what the world owes to plants.

## **Plant Names**

By T. S. Lindsay

**\$1.00**

99 pages; 4 $\frac{3}{4}$  x 7 $\frac{1}{4}$  inches

This little book explains why, with the tens of thousands of plant species, it is necessary to have a system of plant names in order that each species shall have a name by which it can be identified, and in order that botanists and horticulturists of all lands and languages may know it by the same name.

An entirely new joy and significance await those who—with this helpful little volume—set out to learn how plants are named, why they received their particular titles, and just what each word form, prefix or suffix means.

## **Insect Pests and Diseases**

### **Spraying, Dusting, and Fumigating of Plants**

By A. F. Mason

**\$3.00**

237 illus.; 570 pages; 5 $\frac{1}{4}$  x 8 inches

An invaluable handbook and reference for fruit growers, vegetable gardeners, nurserymen, and home gardeners. Tells what pests to expect and how to identify and control them, how to choose the right spray materials, how to select spraying and dusting machinery, and every other detail for the successful pest control of fruits, vegetables, and dooryard garden plants.



# **Insects and Diseases of Ornamental Trees and Shrubs**

By E. P. Felt and W. H. Rankin **\$5.00**

243 illus.; 507 pages; 5 $\frac{3}{4}$  x 9 $\frac{1}{4}$  inches

This is a complete and up-to-date handbook. The first part deals with the injuries caused by insects, diseases, and other causes such as weather, abrasions, gas, smoke, etc. It tells how to prevent pests and control their depredations. It includes complete instructions for spraying and other control measures, including tree surgery. The second half is arranged alphabetically by the name of the tree or shrub, giving for each the principal insects and diseases which attack it, with illustrations of their work, and how to control them.

The two authors are the outstanding authorities in their respective fields.

## **Weeds**

### **A Manual of Weeds**

By Ada E. Georgia **\$3.00**

386 illus.; 593 pages; 5 $\frac{1}{8}$  x 8 $\frac{1}{2}$  inches

This book identifies many plants that puzzle the grower and tells whether they have value, and if undesirable, the best way to get rid of them. Technical language is not used. Every species of weed known to occur in the United States or Canada is described and its habitat stated. Nearly 400 original drawings made directly from the plants increase the book's usefulness.

## **Fertilizers**

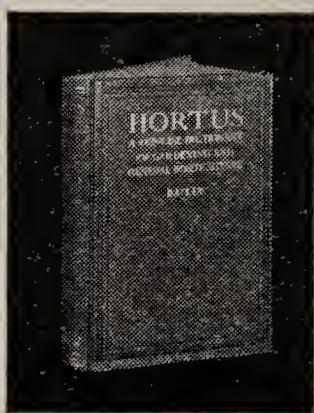
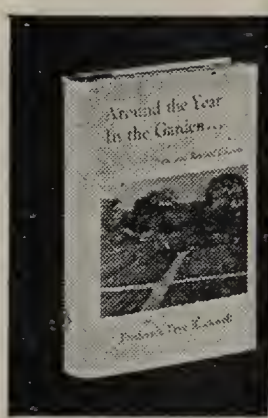
### **Fertilizers**

By E. B. Voorhees **\$2.50**

Revised by S. B. Haskell

29 illus.; 310 pages; 5 x 7 $\frac{1}{2}$  inches

Presents usable plans for the fertilizing of flowers, lawns, garden and field crops. Tells how to judge an analysis guarantee, how to reduce to workable terms, and how to plan and calculate the ingredients for a specific mixture.



# **WATERLOO BULB FARM** **Waterloo** **Iowa**

**A-266. Printed in U. S. A.**

